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ABSTRACT

This collection of abstracts is part of a continuing series providing information on recent doctoral dissertations. The 16 titles deal with the following topics: (1) the response of the law to visual journalism from 1839 to 1978; (2) woman's image in authoritative Mormon discourse; (3) the depiction of computers and computer-related subjects in newspapers directed toward different social classes; (4) journalists' privilege and congressional investigations in the nineteenth century; (5) the Romanian press and its party-state relationship; (6) the effect of instruction and accuracy in journalism copyediting; (7) the anticommunist press's view of communism from 1945 to 1947; (8) editorial economics; (9) the relationship of newspaper characteristics and types of releases on publications; (10) images of school-press relations as seen by administrators and students; (11) the New York Times' coverage of India from 1973 to 1980; (12) the World War II journalism of Steinbeck, Caldwell, and Hemingway; (13) the typographical design techniques of the arts and crafts movement and Art Nouveau and their identification in the printed works of the Bauhaus; (14) newspaper readers in Brazil; (15) reallocation of advertising funds in changing newspaper markets; and (16) the newspaper editor as public official. (FL)

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Abstracts of the following dissertations are included in this collection:

Dow, Caroline
THE RESPONSE OF THE LAW TO VISUAL JOURNALISM, 1839-1978

Evans, Vella Neil
WOMAN'S IMAGE IN AUTHORITATIVE MORMON DISCOURSE: A RHETORICAL ANALYSIS

Graper, David John
A STUDY OF THE DEPICTION OF COMPUTERS AND COMPUTER-RELATED SUBJECTS IN NEWSPAPERS DIRECTED TOWARD DIFFERENT SOCIAL CLASSES

Gregg, Leigh Eileen Ferguson
THE FIRST AMENDMENT IN THE NINETEENTH CENTURY: JOURNALISTS' PRIVILEGE AND CONGRESSIONAL INVESTIGATIONS

Gross, Peter
THE ROMANIAN PRESS AND ITS PARTY-STATE RELATIONSHIP: A STUDY OF THE 1974/1977 PRESS LAWS

Hill, Donald Eugene
THE EFFECT OF INSTRUCTION AND PRACTICE ON SPEED AND ACCURACY IN JOURNALISM COPY-EDITING

Jefferson, Bonnie Sharp
THE RHETORICAL RESTRICTIONS OF A DEVIL THEORY: THE ANTI-COMMUNIST PRESS'S VIEW OF COMMUNISM, 1945-1947

Kantrowitz, Bruce Michael
EDITORIAL ECONOMICS: CONSEQUENCES OF POLICY ALTERNATIVES. A READER-BASED QUANTITATIVE ANALYSIS

Morton, Linda Patterson
THE RELATIONSHIP OF NEWSPAPER CHARACTERISTICS AND TYPES OF RELEASES ON PUBLICATIONS

Newsome, Maxine C.
IMAGES OF SCHOOL-PRESS RELATIONS: PRINCIPAL AND NEWSPAPER REPORTER VIEWS

Ramaprasad, Jyotika
FOREIGN POLICY AND PRESS COVERAGE: A STUDY OF THE NEW YORK TIMES' COVERAGE OF INDIA FROM 1973 to 1980

Renfro, Robert Bruce
THREE AMERICAN NOVELISTS AT WAR: THE WORLD WAR II JOURNALISM OF STEINBECK, CALDWELL, AND HEMINGWAY

Robb, Janet Lynn
THE TYPOGRAPHIC DESIGN TECHNIQUES OF THE ARTS AND CRAFTS MOVEMENT AND ART NOUVEAU AND THEIR IDENTIFICATION IN THE PRINTED WORKS OF THE BAUHAUS

Ruotolo, A. Carlos
THE VALUES OF READING: A STUDY OF NEWSPAPER READERS IN BRAZIL

Sentman, Mary Alice
REALLOCATION OF ADVERTISING FUNDS IN CHANGING NEWSPAPER MARKETS

Sneed, Donald Gleaves
THE NEWSPAPER EDITOR AS PUBLIC OFFICIAL: A CASE STUDY APPROACH TO ROLE CONFLICT

THE RESPONSE OF THE LAW TO VISUAL JOURNALISM, 1839-1978

Order No. DA8513893

Dow, Caroline, Ph.D. *Michigan State University*, 1985. 220pp.

This work examines the premise that an unrecognized influence has been affecting mass media law. The influence is that the courts have treated visual journalism differently than they have treated the non-visual presentation of news and information.

The U.S. Supreme Court visual journalism cases were examined by themselves and then in the context of the trends in press law, using the methods of legal research, historical analysis and non-parametric statistical testing. Two hypotheses were examined in terms of early copyright law, libel, privacy and the rights of newsgatherers. Support was found for the statement that the law has treated visual journalism differently and more restrictively. The effect of this treatment has been to constrict the boundaries of all press freedom. Both findings were then woven into a summary of the history of the law of visual journalism.

Specific findings include: (1) The U.S. Supreme Court has tended to extend press freedom in journalism cases except in visual cases where this tendency is reversed. (2) The response of the law to photography in most of the 19th century was to protect its products from monopoly. (3) Privacy law arose from the failure of copyright to protect the private image from candid cameras. Privacy developed as a visual tort; 80 percent of journalism privacy cases that restricted the press were visual. (4) The effect of visual cases on U.S. Supreme Court libel cases has been to restrict press freedom. (5) Opinions on visual cases written by Justice Oliver Wendell Holmes involving privacy, libel and contempt by publication reversed then-accepted press freedoms and set restrictions that remained for more than fifty years. Holmes' personal profile shows no sympathy for the press. (6) Restrictions on access to areas controlled by government (courts, prisons and military areas) arose in response to visual journalism and are greater for visual than non-visual journalists.

These findings support the statement that the response of the law to visual journalism from 1890 to 1978 has been to attempt to limit and control its use.

WOMAN'S IMAGE IN AUTHORITATIVE MORMON DISCOURSE: A RHETORICAL ANALYSIS

Order No. DA8516354

Evans, Vella Neil, Ph.D. *The University of Utah*, 1985. 482pp.
Chairman: Malcolm O. Sillars

The Church of Jesus Christ of Latter-day Saints is a rapidly-growing religious organization whose presence and political influence is increasing throughout the world. This study investigates the image of the ideal woman in that church to understand her stated nature and her roles.

The data were authoritative published discourses selected from the period 1830 to 1984. Such materials were largely located in the general Church papers, magazines and journals and were intended for Church-wide consumption. In addition, a large body of discourse produced specifically for Mormon women, and a smaller body addressed specifically to men, were also considered.

Analytical procedures derived from structuralism, hermeneutics and phenomenology were employed to manage the larger interpretive efforts. Smaller units of the discourse were managed by procedures drawn from content analysis and argumentation analysis, combined with a close rhetorical reading of the texts. The woman's image, itself, was loosely classified into the ecclesiastical, secular and domestic aspects of her role and the dimensions of her purported nature.

Analysis disclosed the following patterns: Woman's image was most pluralistic during a brief period in the early 1840s, and from 1872 to the mid-1930s when the Church itself had a negative image in the larger American culture and when the female members managed their own auxiliaries, published their own magazines, interfaced more closely with women outside the Church, and held frequent, large conferences of their own. It has grown relatively constricted since World War II as the image of the Church has become attractive, as the women have lost their publications and control of their auxiliaries, and as men's priesthood and discourse have become predominant.

A STUDY OF THE DEPICTION OF COMPUTERS AND COMPUTER-RELATED SUBJECTS IN NEWSPAPERS DIRECTED TOWARD DIFFERENT SOCIAL CLASSES

Order No. DA8505074

Graper, David John, Ph.D. *University of Pennsylvania*, 1984. 338pp.
Supervisor: Paul Messaris

It was proposed in this study that the existing class structure of social power will translate itself into the as yet unformed information age through acclimatizing members of differential social classes to computers in different ways, presenting different (yet interdependent) orientations towards computers that will essentially maintain social class integration. A content analysis of four newspapers directed toward audiences belonging to different social classes was performed to compare and contrast the differences in the portrayal of computers in "upper-class" and "lower-class" newspapers to see if differences in orientation towards computers and computer technology indeed exist. To complement the content analysis findings, representatives from the four newspapers studied who were responsible for the selection and processing of computer-related information in their papers were interviewed. These interviews were designed to uncover in part the institutional processes underlying the presentations of computers in the four newspapers. The content analysis results showed that newspapers oriented towards the upper social classes of society had more articles and advertisements about computers, and that these items differed from those in newspapers directed towards the lower social classes in several ways. Throughout the findings, it was shown that a "user" orientation (addressing the reader as a user of computer tech-nology) permeated almost all the material presented in the upper-class papers, and that a lack of this orientation characterized the lower-class papers. The interviews with the newspaper representatives reflected this class-related distinction in orientation as well.

Both "functionalist" and "reflective" theories of media were used to explain and understand the findings, and possible effects of these differential depictions for different social classes on the future of computer technology were discussed.

THE FIRST AMENDMENT IN THE NINETEENTH CENTURY: JOURNALISTS' PRIVILEGE AND CONGRESSIONAL INVESTIGATIONS

Order No. DA8500822

Gregg, Leigh Eileen Ferguson, Ph.D. *The University of Wisconsin - Madison*, 1984. 663pp. Supervisor: MaryAnn Yodelis Smith

This study was to determine if journalists or others raised First Amendment objections to laws passed by Congress during the Nineteenth Century that impinged upon the press. The Contempt Statute of 1857, which punished reluctant witnesses summoned by congressional committees, was such a law. It was enacted when *New York Daily Times* correspondent James W. Simonton refused to name sources for his stories of congressional corruption.

Simonton named 10 defenses relating to procedure, evidence, the Fifth Amendment, and press functions. His strongest was that he based his writings on moral convictions, not legal evidence. He ignored the First Amendment. The *Times*, however, indirectly referred to the amendment when it stated that the law would cripple and muzzle the press. The *Times* also stated a confidentiality rule it followed when sources had good motives. However, Simonton's sources had questionable motives.

Twenty-one other newspapers reviewed noted that Simonton's reputation was poor and his actions were criticized. Only three newspapers defended his refusal to name sources. One newspaper mentioned that the statute would violate the free press clause of the Constitution--the only reference to the First Amendment.

Also studied were congressional investigations during the century. Two hundred twenty-two journalists were asked for information and sources' names. Seventy percent provided the information. None brought up journalists' privilege of the First Amendment. Writers and editors were subpoenaed most often; printers and publishers were apt to give up the information. The 1870s produced the most recorded investigations, with four times as many subpoenas as the previous decade. Contrary to other research, 80 percent of journalists provided the information in the 1870s.

The First Amendment was not argued because the press saw no free press issue in these cases. Laws must be aimed specifically at journalists. Also, journalism was a young, still partisan and divided, profession. Still, at least two newspapers recognized a confidentiality rule as early as 1857.

THE ROMANIAN PRESS AND ITS PARTY-STATE RELATIONSHIP: A STUDY OF THE 1974/1977 PRESS LAWS

Order No. DA8507942

GROSS, PETER, PH.D. *The University of Iowa*, 1984. 319pp. Supervisor: Hanno Hardt

Romania has gained attention in the last 20 years as a maverick nation. One of the distinguishing characteristics it has fostered within the East European communist bloc is the wedding of party and state functions through the organs of dual nature established in the last 10 years.

The increased power of the party in Romania, partly through these new organs of dual nature, also has its expression in the new press law of 1974/77, enacted because of the change in the party and state relationships. The law legitimizes and legalizes party control over the press, which it outlines in its definition of freedom of the press, the journalists' licensing and certification process, the press' organization and control, and its politico-ideological and educational function. The press' relationship to the state has changed, essentially lessening state control and augmenting party control.

The examination of the Romanian press law revealed a description of the press' functions, organization, roles and leadership which is meant to drastically restrict the Romanian press and journalists.

The politico-ideological parameters within which the Romanian press is supposed to function, according to the law, have their basis in a Leninist, perhaps even Stalinist interpretation of Marxian theory.

The press law was found to be thorough and detailed in its outlining of the "do's" and "don't's" for the Romanian press as well as for its journalists. In fact, the educational and certification process for Romanian journalists, as prescribed by law, is meant to insure their political reliability and respect for the spirit as well as the letter of the law.

The Romanian press system, by law, fits the not-yet-outdated theory of the Soviet communist press. While Romania's socio-political climate creates particular conditions for the press' evolution which in its facade may differ from other communist press systems, the basic underlying press philosophies and concepts are still shared with them. Indeed, they may be applied more harshly than in other Marxist-Leninist socialist systems.

THE EFFECT OF INSTRUCTION AND PRACTICE ON SPEED AND ACCURACY IN JOURNALISM COPY-EDITING

Order No. DA8512256

HILL, DONALD EUGENE, ED.D. *University of Missouri - Columbia*, 1984. 138pp. Supervisor: W. R. Miller

The primary purpose of this study was to ascertain the effects of increasing the amount of instruction and practice time on individual performance in journalism copy-editing. The study was designed to ascertain the extent to which the female students differ from male students in speed and accuracy of copy-editing after experiencing increases in instruction and practice time.

Data for the study were collected from 72 college students who were enrolled in the course MC 301 Introduction to Graphic Communications at Middle Tennessee State University, Murfreesboro, Tennessee, in the spring of 1983. The students were divided into two experimental groups. One group received approximately four hours of instruction and practice on VDT copy-editing systems and were tested on variables of (1) speed and (2) accuracy of performance in journalism copy-editing. A second group received approximately four hours of additional instruction and practice time and were tested on the same variables. The fundamental difference in the treatment was the amount of instruction and practice time on the video display terminal. A two-way analysis of variance was used to analyze the data at the .05 level of significance.

Whether or not the subject was male or female made a difference in this study. The results of analysis of variance indicated a significant difference in speed of performance between male and female subjects in the experiment. However, on the accuracy variable there was no significant difference between male and female students in the experiment. The data indicated no significant difference in the amount of change in performance of male and female students when instruction and practice time were increased from four hours to eight hours. With increased training and practice, there was some improvement in performance, especially on the speed variable, but the amount of change was no more than might be attributed to chance factors. Accordingly, it may be concluded that an increase in instruction and practice time from four hours to eight hours will not bring about a significant change in speed or accuracy of performance in journalism copy-editing on the video display terminal.

THE RHETORICAL RESTRICTIONS OF A DEVIL THEORY: THE ANTI-COMMUNIST PRESS'S VIEW OF COMMUNISM, 1945-1947

Order No. DA8429992

JEFFERSON, BONNIE SHARP, PH.D. *University of Pittsburgh*, 1984. 268pp.

Anti-Communism has been an American obsession for much of the twentieth century. It reappeared in 1945, after a period of temporary cooperation with the Soviet Union during World War II. The rhetoric of anti-Communism intensified after World War II, defining all Soviet actions as evil, a type of devil theory.

Scholarly studies examining postwar anti-Communist attitudes have focused primarily on the Truman administration. These studies pointed to Truman's first use of anti-Communist rhetoric in the Truman Doctrine Address on March 12, 1947 as the beginning of postwar anti-Communist attitudes.

This study, however, was focused on another major postwar supplier of anti-Communist attitudes. An anti-Communist popular press was presenting its own view of the Soviets a year and a half before the Truman administration began its presentation in 1947. The anti-Communist press included: The Hearst Press, *Time-Life*, Inc., the McCormick-Patterson Press, the *Reader's Digest*, the Catholic Church publications. The anti-Communist press presented a view of the "evil" Soviets which was so simplistic it led to the distortion of postwar events. All events relating to the Soviet Union were explained through the limitations of a devil theory. These limitations greatly affected the mass public's view of Communism, which restricted the Truman administration's rhetorical options on all issues related to the Soviet Union.

The Truman administration found that only the devil theory arguments were successful in gaining public support for its European aid programs. To insure passage of the Truman Doctrine, the Truman administration had to adopt devil theory language. In the short term action was positive, allowing for the passage of the Truman Doctrine and the Marshall Plan. The long term consequences, however, were negative. First the adoption of devil theory assumptions led to a commitment to stop Communism anywhere in the world, a rhetorical generality that could not be supported militarily. Therefore, any Communist encroachment was defined as a Truman administration foreign policy failure. Second the adoption of devil theory terms placed U.S.-Soviet relations in a rhetorical framework that did not allow for compromise, dooming U.S.-Soviet relations for decades to follow.

EDITORIAL ECONOMICS: CONSEQUENCES OF POLICY ALTERNATIVES. A READER-BASED QUANTITATIVE ANALYSIS

Order No. DA8509656

KANTROWITZ, BRUCE MICHAEL, PH.D. *Rensselaer Polytechnic Institute*, 1984. 358pp. Adviser: Philip M. Rubens

Editorial policies are often the result of collaboration between editors and authors or managers. Collaborations rarely involve audience. While these well-intended approaches can be developed in an organization's best interests of efficiency and quality control, in response to aesthetic, economic, or political factors, they can affect how the reader receives, perceives, retains, and uses information. Inappropriate editorial treatment might create cognitive dissonance and set in motion undesirable dissonance-reducing responses, which might include derogation of message and source or information avoidance. If this were the case, routine editorial practices that fail to adequately consider audience could fail author, organization, and readers.

This study compares effects of editorial treatment and non-treatment on different audiences. This included: applying readability tests to texts to quantify editorially-produced differences, exposing technical and non-technical subjects to two split-runs of edited and unedited materials. The first measures comprehension with a cloze test. The second compares readers' evaluations of message and source with a post-test questionnaire.

Results indicate different response patterns for comprehension and evaluation. Improvements were found in the main-effect of editorial treatment on comprehension for both technical and non-technical audiences, with no significant differences between groups. Attitudinal data, though, produced more complex interaction effects. Audiences responded oppositely to editorial treatment in four evaluations: author competence and overall source competence, key components in credibility; text interest-level; and author's natural science background. In these 'split shifts,' editing improved non-technical readers' and diminished technical readers' ratings. Other evaluations indicated complex interaction effects with individual texts.

Conclusions should be of interest to practitioners, managers, and teachers of technical communication. They provide a measure of the value of technical editing and the importance of writing to audience. They define a methodology for testing appropriateness of treatment for audience.

THE RELATIONSHIP OF NEWSPAPER CHARACTERISTICS AND TYPES OF RELEASES ON PUBLICATIONS

Order No. DA8515281

MORTON, LINDA PATTERSON, ED.D. *Oklahoma State University*, 1984. 64pp. Adviser: Tom Karman

Scope of Method of Study. The purpose of this study was to examine how Oklahoma newspaper characteristics relate to publication decisions regarding seven different types of articles released from Oklahoma State University's public information and agriculture information offices between June and December of 1982. It looked for interactions between the newspaper characteristics and types of articles as they influence publication decisions. An alpha level of .05 was used for a multivariate repetitive measure analysis.

Findings and Conclusions. Only one newspaper characteristic, Frequency, was found to interact significantly with the main effect, types of articles ($F = 2.33$, $p = .007$). The main effect, types, was significant for all analyses. In each analysis, post hoc tests indicated significant contrasts between Consumer Information and all other types except Timely Topics. Consumer Information articles had the highest percent of publications of all types. Coming Events (15 percent), Timely Topics (24 percent), and Research (10 percent) were used well while Past Events (4 percent), Features (3 percent), and Institutional (1 percent) releases were used infrequently by all newspapers.

IMAGES OF SCHOOL-PRESS RELATIONS: PRINCIPAL AND NEWSPAPER REPORTER VIEWS

Order No. DA8505212

NEWSOME, MAXINE C., PH.D. *The University of Wisconsin - Milwaukee*, 1984. 287pp. Supervisor: Dr. Richard Gorton

The purpose of this study was to investigate the relationships between Wisconsin principals and newspaper reporters through policy documents, surveys, and in depth interviews. The study was implemented through letters, data collection instruments, telephone calls and on-site visits. It included a statewide twenty percent random sample of school districts and news agencies. From this sample seventy-eight percent of the school districts and sixty percent of the news agencies submitted information; eighty percent of the principals and seventy-six percent of the reporters responded to the questionnaire. Follow-up interviews were then conducted with eight pairs of principals and reporters.

Analyses of the frequency distribution, *t* test, and Pearson product-moment correlation data indicated that principals and reporters had generally positive perceptions of their own press relations practices, but that their self-assessment with regard to school-press relations was significantly higher than the assessment they received from their corresponding principal or reporter. The analyses also revealed that the rating principals and reporters gave to school-press relations was significantly related to their attitudes and practices.

There was considerable disagreement between principals and reporters regarding the extent to which each party felt they understood each other's goals and operations, criteria for educational news, and the quality of news coverage they received,

FOREIGN POLICY AND PRESS COVERAGE: A STUDY OF THE *NEW YORK TIMES'* COVERAGE OF INDIA FROM 1973 TO 1980 Order No. DA8510057

RAMAPRASAD, JYOTIKA, PH.D. *Southern Illinois University at Carbondale*, 1984. 174pp. Major Professor: Daniel Riffe

While normative government-press relations in a democratic political system are of an adversary kind, operative government-press relations tend to be more in the nature of an exchange relationship. In such a relationship of exchange, the media particularly are dependent on government for information. This dependence (which is especially large in foreign policy/affairs news) spawns ties between members of these institutions which in turn may affect the nature of news coverage. Additionally, in foreign news coverage there is potential for nationalism to creep in. These factors may combine to lend an "advocacy" nature to foreign news coverage. Previous studies have found a relationship between the coverage a country receives in the U.S. press and U.S. foreign policy toward that country.

This study analyzed the *New York Times'* coverage of India between 1973 and 1980 (a period characterized by subtle U.S. foreign policy changes towards India) to see whether trends in news coverage were related to trends in U.S. foreign policy toward India in those years. Trends in both the length and prominence of coverage were studied for both bias and topic categories. The expectation was that the coverage of favorable/positive topic news would be larger and more prominent in favorable foreign policy periods than in unfavorable foreign policy periods and vice versa.

The analysis failed to show any relationship between the *New York Times'* coverage of India between 1973 and 1980 and U.S. foreign policy toward India in that period.

Major reasons for these results may be the situational and temporal factors that differentiate this study from most of the reviewed studies. In covering an ideologically similar country like India during a time when there was no direct U.S. involvement (especially of an antagonistic nature) in it and to drastic U.S. foreign policy changes towards it, the chances for a nationalistic turn on the part of the U.S. press as well as for any extensive dependence of the press on government for information are limited. Also, the exchange government-press relations model allows for relationships ranging from cooperation to conflict. The 1970s have been characterized as a time when a more adversary government-press relationship became apparent.

THREE AMERICAN NOVELISTS AT WAR: THE WORLD WAR II JOURNALISM OF STEINBECK, CALDWELL, AND HEMINGWAY Order No. DA8508332

RENFRO, ROBERT BRUCE, PH.D. *The University of Texas at Austin*, 1984. 217pp. Supervisor: Dwight L. Teeter

This dissertation is a study of the factors that led John Steinbeck, Erskine Caldwell, and Ernest Hemingway to temporarily set aside successful careers as novelists to serve as correspondents during World War II. In addition the dissertation examines selected World War II dispatches of each of the three writers.

Steinbeck's journalism during the war may be traced to his previous journalistic attempts, his desire to experiment with literary form, his patriotism, and his desire to gain experience with war. Hemingway dealt thematically with war in his novels, postured as a macho adventurer throughout his life, and had previous experience as a correspondent when World War II broke out. Caldwell made a conscious decision in 1935 to return to the journalistic experience and had the good fortune to be in the right place at the right time when Germany invaded Russia in 1941.

In his own way, each of the three writers studied set aside the novelist's avowed goal of telling the whole truth whatever the cost. Major obstacles to telling the truth for a World War II journalist proved to be freedom of the press restrictions, censorship restraints, the peculiar "objectivity" of working newsmen, and the mood of the country.

THE TYPOGRAPHIC DESIGN TECHNIQUES OF THE ARTS AND CRAFTS MOVEMENT AND ART NOUVEAU AND THEIR IDENTIFICATION IN THE PRINTED WORKS OF THE BAUHAUS Order No. DA8508525

ROBB, JANET LYNN, PH.D. *University of Maryland*, 1984. 144pp. Director: Joseph Luetkemeyer

With the 1890's came a great revival in typographic design. This revival, beginning in England, was influenced by the Arts and Crafts Movement and, in particular by William Morris. Morris' views were established from his perceived need to reject the machine age. He wanted to assure the act of typographic design be left in the hands of the designer and not given away to a machine. Morris gave new impetus and new interpretation to ideas on typography and laid the foundations for what was to come in book design of the twentieth century.

A second movement, and one nearly equal in influence to that of the Arts and Crafts Movement, also made a substantial impact on typographic design. This movement, with its origins also in England, became known as Art Nouveau. Art Nouveau brought to the practice of typography a feeling of space and the acceptable practice of asymmetry. It provided one of the key elements in modern graphic design, and, in particular, in modern printing.

Art Nouveau and the Arts and Crafts Movement made possible the works of the Bauhaus, a technical school in Germany with its emphasis in art and architecture. Typographic experiments were conducted by Bauhaus instructors which led the way to new typographic techniques. In 1925 the Bauhaus abandoned the use of capital letters and by using precise mechanical logic set a new typographic design standard for books and printed material.

The problem of this study was two-fold: (1) To investigate historically the typographic design techniques developed by the Arts and Crafts Movement and Art Nouveau, and (2) To discover, through content analysis, which design techniques were reflected in the printed material of the Bauhaus. Specifically, the purpose of this study was to: (1) Provide an historical account of the influences of the Arts and Crafts Movement and Art Nouveau on typographic design,

THE VALUES OF READING: A STUDY OF NEWSPAPER READERS IN BRAZIL Order No. DA8512240

RUOTOLO, A. CARLOS, PH.D. *University of Missouri - Columbia*, 1984. 200pp. Supervisor: Keith P. Sanders

Newspaper reading as a form of media exposure behavior was analyzed in the context of the uses and gratifications approach. A motivation theory positing that behavior is the result of expectancies and values was used to combine 15 motives of newspaper reading: enjoyment, pastime, participation and control, escape, companionship, excitement, relaxation, habit, learning new behaviors, learning about self and the environment, guidance, social interaction, social comparisons, social connection, and beliefs confirmation.

These 15 motives were used as the basis for a structured Q-Sample of 46 statements which were Q-sorted by 56 newspaper readers in Brazil. A factor-analysis of the Q-sorts yielded five types of newspaper readers: (1) Instrumental readers: those who seek information for purely utilitarian purposes, (2) Opinion-Makers: readers who use the paper to validate their opinions, (3) Ritualistic readers, who enjoy reading and making reading the paper a highly structured activity of their daily lives, (4) Ego-Boosters: readers who want information to enhance their feelings about themselves, and (5) Scanners: readers who have a wide range, unspecific, motivation to read the paper.

Types of readers were compared in several dimensions: their motives for reading, their demographics, and their media exposure and readership patterns. An analysis of the motives for reading considered relevant by the five types suggests that only five motives are positively-valued by Brazilian readers: cognitive construction, attitudinal construction, enjoyment, feelings of participation and control, and habit.

REALLOCATION OF ADVERTISING FUNDS IN CHANGING NEWSPAPER MARKETS

Order No. DA8506132

SEITMAN, MARY ALICE, PH.D. *Indiana University*, 1984. 143pp.
Director: David H. Weaver

This study attempts to analyze the impact of newspaper failure on local advertisers and competing media. It seeks to study the responses of advertisers to the failure of a newspaper in their market. Of particular interest are the reallocation of advertising funds to other media, and the similarities and differences in response by locally owned and regionally owned businesses.

Advertisers were surveyed in Washington, D.C.; Cleveland, Ohio; Buffalo, New York; and Champaign, Illinois. Each of these markets has recently lost a newspaper, leaving the cities in a monopoly newspaper situation. Interviews with selected newspaper personnel, readership studies from the newspapers themselves, and advertising linage records provided additional data for the study. A discriminant analysis procedure was used to study differences between those advertisers who did and did not reallocate the funds formerly budgeted to the newspaper that failed.

The findings indicate that most advertisers will choose to reallocate their budgets to newspapers rather than to any other media, including broadcast. Structural differences among the cities are more important than attitudes of the advertisers or amount of linage used in predicting reallocation. Local and regional decision making plays a role, but it varies by market. Suburban newspapers offer a challenge to the surviving metropolitan newspapers for advertising revenues formerly spent in the competing metropolitan papers.

THE NEWSPAPER EDITOR AS PUBLIC OFFICIAL: A CASE STUDY APPROACH TO ROLE CONFLICT

Order No. DA8510067

SHEED, DONALD GLEAVES, PH.D. *Southern Illinois University at Carbondale*, 1984. 274pp. Major Professor: Harry W. Stonecipher

The roles of newspaper editor and public official appear to be incompatible and productive of role conflict, and yet more than one hundred newspaper editors in the United States also serve as public officials. Do these editors and their readers perceive that the editor is performing in a socially responsible manner?

The basic research question of this study is whether five persons who hold both the role of editor and public official are perceived as able to perform in a socially responsible manner as editors of their community newspapers.

Basic to the research question are the tenets of social responsibility theory of the press and role theory. A purposive sample of five newspaper editors and seventy-five readers was drawn from five communities in Alabama, Illinois, and Missouri. Five occupational groups make up the sub-groups of readers: professionals, blue-collar workers, advertisers, news media representatives, and political opponents. A case study approach--in combination with the use of a Likert scale--was selected for this study so that qualitative statements taken from personal interviews could be used in conjunction with statistical analysis of the questionnarie.

The findings showed that in all cases editors perceive they are performing in a socially responsible manner, or that they are high in social responsibility. The study suggests that it is possible for some editors who are public officials to leave the perception that they are performing in a socially responsible manner with a minimal amount of role conflict, whereas in other cases role conflict is perceived to be present in such a degree that readers view the editors as not performing in a socially responsible manner.

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